

Message Text

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PAGE 01 BANGKO 24067 141815Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----015735 150900Z /12
R 140955Z OCT 77
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 8148

UNCLAS BANGKOK 24067

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI - TOWER BRAIN L.P.

REF: USDOC 17275

1. THAILAND

OFFICE USE: 2. 549 3. NA 4. 01

5. TOWER BRAIN L.P.

6. P.O. BOX 11-1919, 87 SUKHUMVIT ROAD, 6TH FLOOR, NAILERT BLDG.

7. BANGKOK

8. CONTACT: MANOT PASUPONG

9. TITLE: MANAGER

OTHER OFFICIALS ARE: MANIT PASUPONG, ADVISER; PORNPULLOP AREEYAPANT,
SALES MANAGER AND CHARLED MC DONALD, FOREIGN MANAGER.

10. PHONE: 2524166 11. TELEX: NA

12. CABLE: NA
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13. ESTBL: 1975 14. EMPL: 50 15. SIZE: MEDIUM

16. REPUTATION: Y-SATISFACTORY 17. RPT. DATE: 10/77

OFFICE USE: 18. K 19. NA 20. NA 21. NA 22. NA

23A. 51990/235 IMP. AGT. DIST. OF BOOKS

23B. 8990 ADVERTISING AGENT AND MOVIE PRODUCTION

24. FOREIGN SALES: NA

25. FINANCIAL REF: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK, THAILAND.

26. TRADE REFS: REFFER & SIMONS INC., 100 PARK AVENUE, NEW YORK, N.Y. 10017; THE GREYSTONE CORPORATION, 681 FIFTH AVENUE, SOUTH NEW YORK, N.Y. 10022; THE HAMLYN GROUP ASTRONAUT HOUSE, HOUNSLOW ROAD, FELTHAM MIDDLESEX, UK; H.S. STUTTMAN CO., 404 PARK AVENUE, SOUTH NEW YORK, N.Y. 10016; CAXTON PUBLISHING, 72-90 WORSHIP STREET, LONDON EC2.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. OF REFFER & SIMONS INC., 100 PARK AVENUE, NEW YORK, N.Y. 10017 FOR REFERENCE BOOKS; GREYSTONE CORPORATION, 681 FIFTH AVENUE, N.Y. 10022 FOR REFERENCE BOOKS; H.S. STUTTMAN CO., 404 PARK AVENUE, SOUTH NEW YORK, N.Y. 10016 FOR REFERENCE BOOKS; THE CAXTON PUBLISHING 72-90 WORSHIP STREET, LONDON EC2 FOR REFERENCE BOOKS; THE HAMLYN GROUP, ASTRONAUT HOUSE, HOUNSLOW ROAD, FELTHAM, MIDDLESEX UK FOR REFERENCE BOOKS; FULLER & DEES, 3734 MADISON AVENUE, MONTGOMERY, ALABAMA 36109 FOR REFERENCE BOOKS.

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28. POST EVALUATION: SUBJECT FIRM WAS INCORPORATED IN 1975 WITH AN AUTHORIZED CAPITAL OF \$2,500 TO ACT AS IMPORTER AND DISTRIBUTOR OF BOOKS AND TO ENGAGE IN ADVERTISING SERVICES. EIGHTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM THE U.K. IT LEASES 90 SQ. METERS FOR OFFICE USE, LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM'S SALES VOLUME IN 1976 WAS REPORTED TO BE \$120,000. TOWER BRAIN L.P. IS ASSOCIATED WITH THE FOLLOWING FIRMS: DEW DETERGENT CO., LTD. (A MARKETING FIRM FOR DEW DETERGENT PRODUCTS.); THE SUN SUN INDUSTRIAL CO., LTD., (A PRODUCER OF DEW DETERGENT) AND THE UNITED THAI CHEMICAL CO., LTD. (AN IMPORTER OF CHEMICALS). IT EMPLOYS 50 PEOPLE INCLUDING 45 TRAVELLING SALESMEN FOR DOOR-TO-DOOR SALES OF BOOKS SUCH AS ENCYCLOPEDIAS AND TEXT BOOKS. LOCAL BANK REPORTS FAVORABLY ON THE FIRM. IT IS CONSIDERED TO BE AN ACCEPTABLE TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Oct-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BANGKO24067
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770378-1011
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19771062/aaaacadk.tel
Line Count: 113
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: bd08952f-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 01-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 926064
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI - TOWER BRAIN L.P.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/bd08952f-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
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22 May 2009
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